

at all times and during the last few years the greater part of the business in the line was done during spring. The samples are made up in November or December, while in January and February the buyers congregate in New York and do most of their buying for the year.

Styles of the Season.
Styles in suits and cloaks this spring are generally becoming. Hipless shapes seem to be favored. Long close fitting sleeves are in vogue. Narrow skirts and three piece suits with plain materials seem to lead. Washable dresses in one piece and gumpie effects are considered good.

Garments will be easier to sell this season, because they are of the practical wearable type. The straight hipless effects with the tendency toward youthful appearing lines also will be a factor in ready selling.

Cutaway and straight fronts are being shown in the tailored gowns. Skirts

follow the close fitting scheme, with just a suggestion of a flare at the foot. Fewer gores are used. The culmination appears to be a straight line from the hips down. Serge will be a favored material.

Spring colors will be blues, grays, greens, amethyst, wistaria and catwaba. Foulards will be in the foreground and prominence will be shown to messaline and pongees.

Men's Clothing Output.
In the last ten or fifteen years the product of the manufacturers of men's clothing has more than doubled. The adoption of scientific principles brought out results that pleased the people and caught their fancy. The majority of persons can get things that will fit them when they go to a clothier's place. It is exceptionally built men only who must go to a tailor.

It was not so long ago, either, that most of the cloth used in this country was imported from England and other foreign

countries. The manufacturers began to see soon that they could get goods of the right sort here, and it is estimated that 90 per cent. of the cloth in use here is made in the United States.

In spite of the earlier prejudices against ready made clothing, the trade has grown away out of proportion to what were considered its possibilities. Not only in suits for men but in overcoats too has the manufacturer of ready made clothing achieved success.

In a comparatively brief period the manufacturers and traders, realizing the importance and prestige of a business of this kind carried on with care and skill, have by conscientious efforts got it down to a science of enviable position among other trades.

Although all but 2 per cent. of the cloth used is a domestic product, still most of the styles now popular originated abroad, and particularly in London. We still look to England for our fashions in ready made clothes, and the thousand or more fabrics manufactured in this country are cut into about twenty-five styles, almost all of which were introduced from London.

It is an industry that is most extensively advertised—few if any exceeding it in this respect. It is estimated that \$125,000,000 last year was invested in the advertising of this enormous trade.

Silks.
Silk being largely a warm weather commodity two-thirds of the industry's business is done in the four months from December to April, when the spring and summer buying is done, with the other third strung out through the rest of the year. Sometimes, however, fashion is likely to twist the seasons around in the silk business so that the bulk of the trading may fall into an entirely different time of year than the usual.

Ordinarily, though, it is pretty steady, with a great rush from December to April, thus giving time to figure on the possible whims of fashion while attending to the other one-third of the year's business during the intervening eight months.

There is very little worry in the silk trade about the tariff. With the election of Taft came an immediate boom in the trade and everywhere there is a feeling of confidence, with a corresponding disposition to buy freely and no tariff bugaboo is allowed to interfere with this state of affairs.

Japan is looked on as this country's greatest competitor in the years to come. Unlike Europeans, the Japanese do not come here to see up mills. They see the mills, take notes and go home and do likewise.

They send annually hundreds of students to this country, not to develop anything here or to do anything that would result in wages to Americans, but to gather in carefully our best ideas and to take them home. The exports of silk from China and Japan are considerable, and of their entire exports this country buys about 80 per cent.

In volume of actual consumption of raw silk France leads all Europe with somewhat less than 11,000,000 pounds annually. Against this the United States will use this year 19,000,000 pounds of the raw material, although we have been in the business but sixty years and they for centuries. Notwithstanding this we are only babies in the industry, and with a continuance of the protective policy advocated by President McKinley in another fifty years we will rise to heights undreamed.

Tariff the Great Feature.
"I don't anticipate any great change in the tariff schedule on silks," said a man well versed in the trade recently. "Our enormous growth in this industry is due solely to the tariff, and this is so evident that even Democratic legislators are beginning to see that it is no longer an issue but a local and settled policy. From France, Germany, Italy, Switzerland and England has come capital to develop and carry on our biggest trade, attracted solely by the protection afforded by the tariff."

"Owing largely to this capital, aided of course by large sums of American money, silk mills have sprung up in almost every State in the Union. Employ-

ment in silk mills is clean, self-respecting and remunerative for both men and women, and in all places in the United States where there is a demand for this sort of labor silk mills have sprung up.

"For instance, who would ever have thought that Pennsylvania, regarded solely as a coal, iron and oil State, would ever be the leading State in the Union for volume of silk manufacture? Yet such is the case, and silk mills have also been successfully established all through the New England States, in New York, New Jersey, Maryland, both Virginias, the Carolinas and Georgia, and right across the country to California. We are both the greatest producers and consumers of silk products. France comes next in production, but England is the second country in the world in the volume of silk consumption."

Growth of Imports Here.
In the *Daily Consular and Trade Reports* recently appeared the following figures on the growth of the silk industry and imports into the United States:

"The United States imported in 1908 raw silk to the value of \$65,021,000, or about the same as in 1906, the imports in the intervening year 1907 having reached \$73,097,581. The largest share comes from Japan—about \$40,000,000 worth a year—while about \$15,000,000 worth is brought from Italy."

"The latest census figures, those for 1905, showed that there were 824 silk mills in the United States, with \$109,556,621 capital employed, which was double that of 1890. In 1870 only \$6,231,130 was invested in silk mills, and in 1890 the amount was only \$3,528,980. The value of the products proportionately increased from \$4,007,771 in 1880 to \$133,288,072 in 1905. The raw silk used in 1890 was 462,963 pounds, and in 1905 it reached 11,572,783 pounds. The raw silk imported in 1908 amounted to 18,723,119 pounds, exclusive of waste."

"The importation of manufactured silk goods, however, has continued to grow, having advanced from \$31,251,273 in the year 1905 to \$34,621,064 in 1906 and \$41,035,836 in 1907. There was a natural decline in 1908, owing to general business curtailment, the imports reaching only \$27,020,212. The share of France in this trade is about 40 per cent., Germany about 20 per cent., and Switzerland and Japan each about 10 per cent."

Furs.
The season of the fur man is from about October 15 to February 1, so that the amount of business he does for the year must all come within practically four months. The rest of the year his time is chiefly taken up with the care and preservation of furs in stock, together with such garments as may be left in his charge by customers.

Considering the fact that many of these garments are worth several thousand dollars apiece, this responsibility of caring for them during the off season forms not the least important department of the business.

In the places from which furs are brought, in the most remote corners of the earth, thousands of men are hunting and trapping the animals from which the furs are taken. Each large fur house has its agents in the cities where these furs are disposed of by the traders, and every agent is constantly on the watch not only to get the desired number of the more common skins but to snap up as quickly as offered the rare specimens of peculiar beauty that are acquired from time to time by some fortunate huntsman.

The furs when brought to this city are kept with the greatest care. Each furrier has his own prepared storage room where furs are kept in such a manner as to protect them from outward influences which would cause them to deteriorate in value. A few of the larger houses have in storage more than a million dollars worth of skins and finished garments.

Women's and Men's Neckwear.

There seems to be no sign of abatement of the popularity of the ruching in women's neckwear. This fad still is in full swing abroad and in more extremes than have been seen on this side. Favored styles abroad and which are almost certain to reach here are the Queen Elizabeth, the Raleigh, the Medici and the Pierrot

Pilling & Madeley Guaranteed Socks

6 Pairs Wear 6 Months

Style 703, Medium Fine \$1.25
Style 733, Finest Silk Lisle for Summer Wear \$1.25

Distinctly Different They Will Please You
ALL GOOD STORES

SHREVE & ADAMS, Sole Selling Agents

Stern Brothers DIAMONDS

68 Nassau St.,
New York

The SCRIVEN UNDERWEAR



Knee Lengths
Full Lengths
Undershirts
to Match

is made in such a large variety of styles and sizes, it makes it possible for every man to receive an **ABSOLUTE FIT.**

Made in all waist sizes, from 28 to 50 inches and larger if desired, with inseams from 28 to 36 inches.

Try ONE or ALL of the Styles here pictured.

YOU take NO chances, as we guarantee FIT and SATISFACTION.

Order your exact size from your haberdasher.

A postal will bring you a very interesting booklet descriptive of these garments and of the materials used in their construction.

J. A. Scriven Company,

Sole Manufacturers,
16 and 18 East 15th Street,
NEW YORK CITY, N. Y.



Twills,
Linen,
Nainsooks,
Silks, &c.

THE SCRIVEN
IMPROVED ELASTIC-SEAM
DRAWERS.



Telephone, Chelsea 5433.

Louis Rothschild

MAKER OF

Ladies' Fine Coats

In Silk, Velour and
Plush

ALSO OPERA AND EVENING WRAPS

20 West 20th Street

BET. 5TH & 6TH AVES.

NEW YORK

FAMOUS SINCE 1840.



The Star Shirt

The Star Boys' Blouses and Shirts

The Star Nainsook Underwear

The Best Made Because Made the Best.

HUTCHINSON, PIERCE & CO.,

Manufacturers. 842-846 Broadway, cor. 13th St., N. Y.

ESTABLISHED
1836

INCORPORATED
1905

NATH'L FISHER & CO.

Manufacturing Wholesalers

BOOTS, SHOES and RUBBERS

146 Duane Street

Telephones 955
956 Worth

NEW YORK

Wichert & Gardiner

Manufacturers of

Artistic Shoes and Slippers

Louis XV. Heels a Specialty

Pacific Street, Schenectady and
Atlantic Avenues

Brooklyn, N. Y.

JEROME E. BATES

LEONARD W. BATES

J. E. Bates & Co.

Wholesale Dealers in

Boots & Shoes

198, 200 & 202 CHURCH ST. New York
and 50 & 52 THOMAS ST.

Telephone "956 FRANKLIN"

Cable Address "BATESHOE," A. B. C. Code, 4th Ed.

J. & T. Cousins

New York

Makers of High Grade

Shoes for Women

ESTABLISHED 1850

"B. AND L. FACTORIES"

MANUFACTURERS OF

Footwear

FOR

MEN, WOMEN, CHILDREN.

Salesrooms, 144 Duane St.

NEW YORK

Telephone, 3578 Worth.

Henry Lilly Company

Auctioneers and
Commission Merchants

Boots, Shoes and Rubbers

79 & 81 Reade Street

NEW YORK

Auction Sales Every Wednesday and Friday

Morse & Rogers

WHOLESALE DISTRIBUTORS

Boots, Shoes, Rubbers and Shoe Store Supplies

134, 136, 138, 140 and 142 Duane Street

NEW YORK CITY

Telephone, 267 Worth

Wright's Health Underwear Co.

75 Franklin St.

New York City

New York

Telephone Connection

Freydberg Bros.

Importers &
Manufacturers

Braids, Laces, Ruchings,
Trimmings & Bias Fabrics

44-46 West 18th Street
New York

Hanan & Son

Manufacturers

FINE BOOTS AND SHOES

Throughout the world, the best merchant in the leading cities buys the HANAN shoe, "The Best on Earth."

Front, Bridge & Water Sts.
Brooklyn, N. Y.

John H. Hanan Herbert W. Hanan
Alfred P. Hanan Addison G. Hanan



Merritt, Elliott & Co.

Wholesale Dealers in

Shoes, Slippers and Rubbers

130 & 132 Duane St.
New York

Telephone Call 162 Worth

S. Bernstein & Co.

Manufacturers of

Ladies' Cloaks

and Suits

54 East 11th St., New York

S. Rosenthal & Co.

Manufacturers of

CLOAKS

and

SUITS

60 East 10th Street

Near Broadway
NEW YORK

Enos Richardson & Co.

23 Maiden Lane, New York, N. Y.

MANUFACTURERS OF

14 K. GOLD JEWELRY

10 K. and 14 K. Neck Chains and
Guard Chains

Plain and Jeweled Lorgnette Chains

Claflin, Thayer & Co.

Founded by Aaron Claflin in 1839

MANUFACTURERS
AND WHOLESALE DEALERS IN

Boots, Shoes and Rubbers

196 Church Street
New York

Makers of Men's Neckwear

Berliner Strauss & Meyer

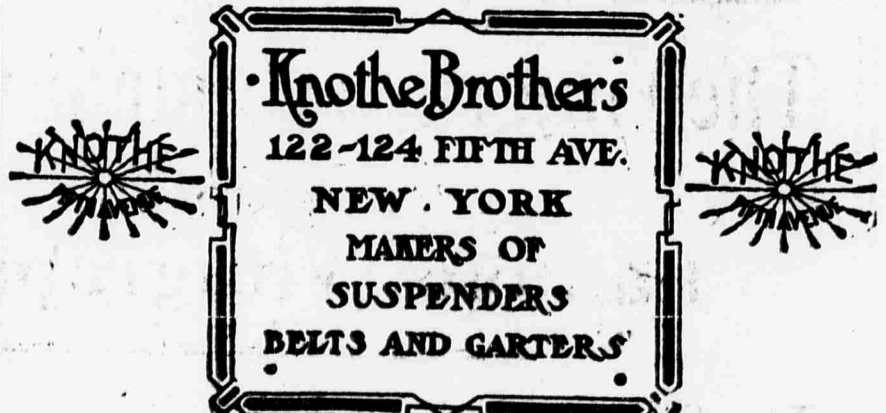
Best Scarfs Made

737 Broadway

Opposite
Astor Place

City of New York

Knothe Weve



Knothe Brothers
122-124 FIFTH AVE.
NEW YORK
MAKERS OF
SUSPENDERS
BELTS AND GARTERS

DELPARK

Underwear and Pajamas

MADE
BY

PARKER & FINN

NEW YORK